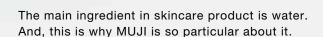




無印良品





The most abundant ingredient in toners, lotions and the base of skincare products is water. And, this is the main reason why MUJI emphasizes so much on "water quality".

MUJI's quest for quality water brought them to natural water that springs from caves of Kamaishi, Iwate Prefecture in Japan. Rain and snow that fall over this area seep down into the mountains and passes through the thick bed of rocks for many decades and get filtered down to very fine water particles with very minimal impurities. It tastes great and drinkable as it is.

The pH of water most suited to our skin is similar to the pH of our tears which is slightly alkaline. MUJI uses this ultra-soft water that can penetrate deep down to the sub-layer of our skin abundantly as an ingredient in its skincare products. Water that tastes great is gentle to our skin.

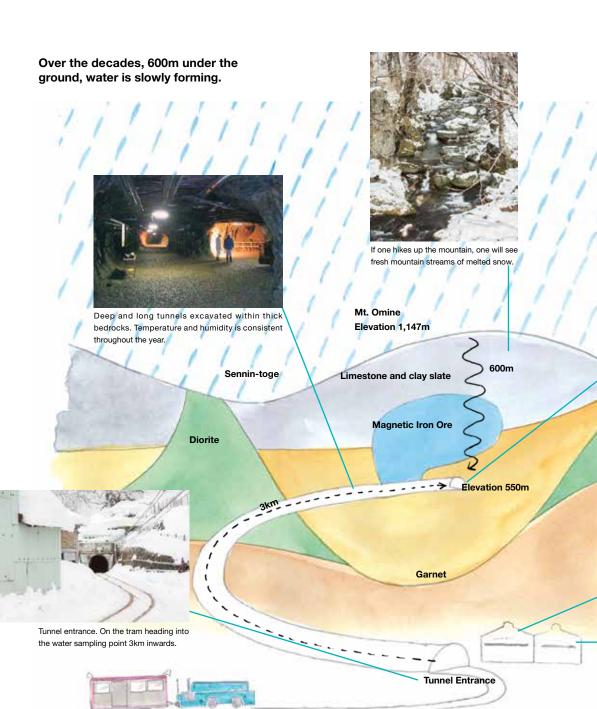
Use our skincare products during your morning and night skincare routine.



Just as spring entered Tokyo, we took the Tohoku Shinkansen Line and headed up north. It took us about 1.5 hours from Shin-hanamaki Station interchange using the Kamaishi Line to reach the foot of Kitakami mountain range that run north-south towards the Sanriku Coast. We could see Mt. Omine. The thriving virgin forest of beech and oak trees is still covered in whiteness. Even at this snow-covered region, if one look closely, you can see that spring is slowly creeping in. Walking on the snow towards the small creek and dipping our hands into its water, a small shriek came out of us. The water was cold. A true sign of melting snow.

Where does this water come from and where is it heading? We will have to ask the people of Iwate on the source of this water, its uses and those using it. Our interesting journey is about to begin.







Bountiful water from between the rocks. We tasted it on our palms and it was easy to drink and tasted great.

Fuefuki-toge

There is only nature on the 1,147m Mt. Omine. An untouched thriving virgin forest for as far as one can see, not a single man-made object in sight. The best environment for water intake point. Hiking up the mountain, there are small streams here and there and a wild deer gazing strangely at us. The rain and melted snow that fall over this area are filtered slowly over decades of years through the layers of limestone, magnetic ore that is the source of iron, and granites. The water is polished and perfected over these years.

This mountain used to be an excavation mountain for iron ore and many tunnels have been dug here for that purpose. The tunnel that leads to the water intake point is 600m below the mountain top. 20 minutes and 3km inwards on the tram from the tunnel entrance brought us to a deep underground world. Quietly but assuredly, water forms out from between the rocks.

At the water intake point, stainless steel pipes are inserted into the rock and the water is collected without the use of any water pumps and purely on natural pressure. The collected water is not exposed to air at all as it is directly sent into water collecting containers for transportation to the manufacturing plant for skincare products.

Granodiorite



The 1000 litre water collecting containers. A new inner lining is used every time.



The collected water will undergo heat treatment for 9 seconds at 125 degrees and filled into the tank without being exposed to air at all.

The same natural water used in the skincare products is also used in the making of sake.

The natural water sourced from Kamaishi and used in MUJI skincare products are also used as drinking water and in raw ingredients for processed food items. It is also used in secondary ingredients for salted rice malt, soba and udon. It has received wide accolades. Quality of water is vital in the making of beer and sake. Sake breweries are located in regions with good water. Iwate itself is not an exception. This region has been well known as a sake producer.

Daisuke Tsuboi who works at a beer brewery in Tono city says that it uses natural water from Kamaishi to brew beer. In fact, Tono city is Japan's top producer of hop, the raw ingredient for beer.

"In beer making, all you have to do is add in yeast, hop and sweet wort in the tank. Then you add water and pray that it goes well. The ingredients are important."

As Kamaishi natural water has very little minerals needed in the fermentation process, the fermentation is therefore slower. For that reason, a beer that is mild with a gentle taste and fragrance can be produced.

Susumu Nizato who manages a sake brewery at Kamaishi says that they use this water as its feed water. The slow fermentation in beer making also worry Mori at first; but at the end of his trials and errors, a unique sake with mellow with a refreshing taste was produced. Even in the sake brewery now, rice malt, steamed rice and water are being added for an unrefined fermentation. A light sweet smell wafts through the whole brewery. If we strain our ear enough, we can hear the bubbling sound of fermentation. This is a brewing process adjusted to suit the water instead of the usual boiling. Slowly and unrushed, a taste cultured only at that moment.





(Left) Tsuboi checking the beer fermentation tank. (Top right) With the power of yeast, an unrefined process that produces sugar and alcohol.

At the end of the fermentation, it will become raw sake. (Bottom right) Freshly filtered sake. A slightly yellow-tinged clear liquid filling up the tank.



The 4 livelihoods circling around Iwate water

Learning about the lives of Iwate residents in close living with water.



Homespun is a home-based technique of dyeing, spinning and weaving of raw wool by hand, which creates a warm fabric that is luxuriously finished. Iwate prefecture fills 90% of the national share in this industry and water plays an important part in it. We visited Nakamura's workshop built in 1919 in the city of Morioka. It is operated by Kazumasa, the fourth generation helped by his family members and few workers. Using a well-used vintage wooden weaving machine to create beautiful designs is the role of Fumiko who uses MUJI's sensitive skin series toner.

Dad, Hiroyuki, is the person-in-charge for dyeing. His curious nature keeps him researching. He has in his dye notebook. He already has more than 40 notebooks. He joyfully shared with us that plant dyes using the bark of apple tree taken in winter when nutrients are amply stored in the tree will give a beautiful rose colour.

We joined Hiroyuki and Kazumasa at the dyeing process. Local well water is boiled in a very huge pot into which the dye and ammonium acetate are added. When the sheep wool is dipped in as the water is heated up, the acetic acid that controls the dyeing will gradually evaporate and the dye will remain on the wool. The wool is turned frequently in the pot and after several tens of minutes; the once white wool has turned into fresh purple wool. The dyed hot water has also turned to almost colourless.





cut-outs from fashion magazines in his notebook and blending ratio of dyes that he tries to replicate



Everyone gathers at the counter in the morning. It seems like a second living room of the Seki family.

There are many coffee shops in the town of Moriok.

"Maybe because the water is tasty?"

That was what Motohiro Seki who operates a café in Morioka city told us. Seki's coffee-making technique is unique. He doesn't move the pot but rather, he moves the neru filter to brew coffee. The coffee is smooth and rich in taste. After his university graduation, he trained at a café in Tokyo for about 3 years. He inherited the café ran by his parents and one of the reasons he decided to convert the café to one that also roast its own coffee was the good water of Morioka. Before the café opens for business in the morning, his parents, wife and 3 children would gather around the counter. While Seki brew coffee, his daughter, Yoshino, warms the milk by his side. Due to her recent interest in skincare, she becomes the topic of conversation. At the table across, his wife and second daughter, Manahana, pleasantly chat while packing the baked breads by their side.

A very nice smell of coffee wafts through the café. Soon, the café is ready to open for the day.

The baked breads from Seki's bakery neighbour. The concept behind is, to bake bread that goes well with coffee.

Hot spring baths made for different moods and health benefits.

Upstream of Toyosawa Dam from Hanamaki Station, right in the middle of Iwate, Hanamaki hot spring cluster awaits. Each guest house here has a different name for its hot spring because the sources of the hot springs are different and therefore, the water content of each hot spring is also different. Visitors to the hot spring cluster will choose the hot spring to enter depending on their mood or the kind of health benefits they are looking for. What an envious luxury. It is said that fishermen in the olden days would come to their favourite hot spring to recover from fatigue after a long fishing trip. As for us, we visit the hot spring at the innermost end of the hot spring cluster - Namari Hot Spring.



Although you may not be able to enjoy a long bath in a standing hot tub, you can still feel refreshed from the hot water all around your body.

The speciality of this hot spring as mentioned in the fairy tale by Kenji Miyasawa titled "Nametoko Yama no Kuma" is hakuen-no-yu, the deepest rock hot tub in Japan. The hot water oozing out from the hot spring fills in the oval hot tub and one has to stay standing in the hot tub. It feels somewhat strange standing in a hot tub and making conversations about people here having good skin texture. Today was snowing and a man laughs off saying that it would be best to dip in the hot tub the whole day in such weather.





A of door separates the home and shop. A cup of tea changes the mood of these two people.

When spring comes, it is time to draw water.

Hirayama and his wife live in a residential area within Morioka city. One part of their home has been turned to a provision shop that his wife, Kayoko manages. She sells local goods and products made by close friends and relatives. It is also their home. Spring is an excitement for Kayoko. This is the time she goes to draw water from Iwateyama Shrine off Shizukuishi town northwest of Morioka. She uses this water to make tea and cook. The normal roasted green tea feels very smooth and mellow when brewed with this water. On the other hand, Kitsuchi has his shop in the town centre of Morioka. Even here, there is spring water that residents use in their daily life. The purified water in Daijiji Shrine off Nataya-cho designed in a stairway-form has its roles all determined already. The water at the top platform is for drinking followed by rice-washing, vegetable and dish-washing, and finally for clothes-washing. Water indicates the arrival of spring and water also sustains human activities. The people in Iwate live in togetherness with water.



A hypo-allergenic skincare range formulated for delicate, sensitive skin.

Sensitive skin is caused likely by dehydration or stress factors. MUJI Sensitive Skin Series gently protects and achieve healthy, moisturized skin.

- •Fragrance-free •No colouring •No mineral oil •Paraben-free •Alcohol-free
- •Allergy tested (Depending on the level of allergy)

Recommended: -

- •For skin that is sensitive to change in physical health and weather.
- •For skin that develops itchiness or rashes caused by UV rays or dryness.
- •For people who desire a skincare regime that includes daily generous application of facial toner.

Natural Plant Ingredients

Protects your skin from dehydration with rich grapefruit seed extract, which is a natural moisturiser, combined with portulaca oleracea (common purslane) extract as its skin protecting ingredient.

Functional ingredients (Moisturizing ingredients)

•Lipidure®*(Polyquaternium -51)

Face Soap

•Hyaluronic acid Na



Grapefruit seed extract

based cleansing ingredients.



Common purslane extract

(For illustration purposes only)

Cleansing



| 76449904 | 200ml | S\$13.90 |
|----------|----------------|----------|
| 76450368 | Refill (180ml) | S\$11.90 |
| D: | | 14.1.1.1 |

Dispensed in soft foam, Made from 100% plantbased cleansing ingredients



| S\$13.90 |
|----------|
| S\$5.90 |
| |

Toning



Light Toning Water • Light

| 76444947 | 200ml | S\$10.30 |
|----------|-----------------|----------|
| 76446576 | Large (400ml) | S\$17.90 |
| 76446026 | Portable (50ml) | S\$4.60 |

Light Toning Water • Moisture

| 76444954 | 200ml | S\$10.3 |
|----------|-----------------|---------|
| 76448334 | Large (400ml) | S\$17.9 |
| 76446071 | Portable (50ml) | S\$4.6 |

Light Toning Water • High Moisture

| 764449 | 61 200m | nl | S\$12.30 |
|--------|----------|-------------|----------|
| 764483 | 41 Large | e (400ml) | S\$19.90 |
| 764461 | 56 Porta | able (50ml) | S\$4.60 |

Hypoallergenic toning water range, protects delicate skin from dehydration.



Moisturizing Milk Light

| 76448358 200ml | | S\$10.30 |
|----------------|-----------------|----------|
| 76448389 | Portable (50ml) | S\$4.60 |

Moisturizing Milk Moisture

| 76448365 | S\$10.30 | |
|----------|-----------------|---------|
| 76448396 | Portable (50ml) | S\$4.60 |

Moisturizing Milk High Moisture

| 76448372 | 200ml | S\$13.90 |
|----------|-----------------|----------|
| 76448402 | Portable (50ml) | S\$6.30 |

Use after applying toning water to add extra moisture to your skin. Keeps dry skin soft and



High Moisture Toning Water & Moisturizing Milk Set

| • | | |
|------------|----------|---------|
| 5007981 | Each 3ml | S\$1.60 |
| or one tin | 20.1160 | |

Protection



All in One Essence

skincare routine.

| 76313397 | 100g | S\$17.9 | | | |
|------------|---|---------|--|--|--|
| 76313403 | Portable (30g) | S\$6.9 | | | |
| into one m | Toner, moisturizing milk and serum, all madinto one moisturizing gel. After washing you | | | | |





Sun Screen SPF27 PA++

| 15252589 | 150ml | S\$23.00 |
|----------|-------|----------|

Hypoallergenic sun screen, gentle even on delicate skin. Easy to use push pump dispenser



Moisturizing Cream

| 76448693 | 50g | | S\$16.90 | |
|----------|-----|--|----------|--|
| | | | | |

routine. It locks in the moisture provided by toning water and milk into the skin effectively.

Special Care



Hand Cream

| 15214785 | 50g | S\$6.60 |
|----------|-----|------------|
| Protects | | hands from |

dehydration. It spreads out smoothly onto the



Sheet Mask

| 76313380 | 5 sheets | S\$17.90 |
|----------|----------|-----------|
| | | - σφ11100 |

Soft touch sheet mask that fits the face



Body Milk

| 15214815 | 200ml | S\$13.00 |
|----------|-------|----------|

Brings intense moisture to dehydrated skin on your body. It spreads out smoothly onto the



Anti-Aging Skincare Series

Muji anti-aging skincare series provides elasticity and moisture to dry skin or skin that shows signs of ageing.

Formulated with 10 natural plant-based ingredients and 5 moisturizing functional ingredients, keep skin moist and luminous.

•Fragrance-free •No colouring •No mineral oil

Recommended: -

- •For mature skin in your 30s and older
- •For dry skin or skin showing aging signs

Natural plant ingredients

Formulated with 10 kinds of good skincare ingredients including a generous amount of arinica which works to moisturize and tighten skin, and pomegranate which creates a firm and elastic skin.



(For illustration purpose only)

5 Functional Components (Moisturizing ingredients)

- •Lipidure *(Polyquaternium-51) •Hyaluronic acid Na •Hyaluronic acid hydrolysis
- •Hydrolyzed collagen •Water-soluble collagen

Cleansing



Cleansing Gel Cream

| 76948506 | 150g | S\$21.90 |
|----------|------|----------|
| | | |

Gel cream type, leaving the skin moist after cleansing. Apply the gel while massaging the entire face so as to allow it to blend with makeup.



Moisture Face Soap

| 6948513 | 100a | S\$14 90 |
|---------|------|----------|

High moisture series face wash - makes your skin bouncy and smooth.

Toning



Light Toning Water • Light

| 76947318 | 200ml | S\$25.90 |
|----------|-----------------|----------|
| 76947332 | Large (400ml) | S\$39.90 |
| 76947325 | Portable (50ml) | S\$7.90 |
| | | |

Light Toning Water • Moisture

| 76947349 | 200ml | S\$25.90 |
|----------|-----------------|----------|
| 76947363 | Large(400ml) | S\$39.90 |
| 76947356 | Portable (50ml) | S\$7.90 |

Protection



Moisturizing Cream

Replenishes moisture to skin. Good for day skincare as well. Keeps skin hydrated and younger looking,





Replenishes moisture to skin. It is an ultimate moisturizer for night skincare. Apply a generous amount before going to bed.

All in One Essence

| 76948483 | 100g | S\$25.90 |
|----------|----------------|----------|
| 76948490 | Portable (30g) | S\$9.90 |

Toner, moisturizing milk and serum, all made into one moisturizing gel.

Enriched with great skincare ingredients for a complete skincare regime.

Special Care



Moisturizing Essence Lotion

| 76948520 | 200ml | S\$29.9 |
|----------|-------|---------|
|----------|-------|---------|

Its consistency resembles that of serum. Prevent signs of aging and dryness. Achieves supple and



Moisturizing Essence

| 76948476 | 30g | S\$23.90 |
|----------|-----|----------|
| A II | | ! |

such as dryness or lost of firmness.



Moisturizing Cream

| 76948537 | 50g | S\$29.90 |
|----------|-----|----------|
| | | |

A cream with rich texture. Effective for dehydrated skin treatment on targeted areas.



Sheet Mask

| 76313434 | 5 sheets | S\$21.90 |
|----------|----------|----------|
|----------|----------|----------|

Soft touch sheet mask that fits the face

Whitening Series

Whitening Skincare Series prevents brown blemishes and freckles caused by sunburn.

Vitamin C derivative and Vitamin E derivative, which are active ingredients, suppress the production of melanin and prevents brown blemishes and freckles caused by sunburn. Formulated with yeast extract and citrus unshiu extract to promote clear complexion.

•Fragrance-free •No-colouring •No mineral oil

Recommended: -

- •For people who love sports or outdoor activities
- •For people who are concern about brown blemishes/freckles that are getting prominent
- •For people who want to start whitening regimen from cleansing to special care

Natural plant ingredients

Formulated with a generous amount of apricot juice (great skincare ingredients) and carrot juice (toning ingredients)

Functional Ingredients (Moisturizing ingredients)

• Lipidure®* (Polyquaternium-51) • Hyaluronic acid Na





Carrot Juice

(For illustration purpose only)

Cleansing



| I ace of | Jap | |
|-----------|-------------------|---------------------------|
| 18158478 | 100g | S\$8.90 |
| Formulate | d with keratin-li | fting ingredients, washes |

Protection



Whitening Essence* 18730117 50ml

Non sticky. Good to help keep skin moisturized during the day.

S\$29.00

Toning



Whitening Toning Water Light*

| 18730094 | 200ml | S\$29.00 |
|----------|-----------------|----------|
| 18958603 | Portable (50ml) | S\$9.90 |

Whitening Toning Water Moist*

| 18730087 | 200ml | S\$29.00 |
|----------|-----------------|----------|
| 18958610 | Portable (50ml) | S\$9.90 |



Whitening Moisturizing Milk*

| 18730100 | 200ml | S\$29.00 |
|-------------|-----------------------|---------------------|
| 18960293 | Portable (50ml) | S\$9.90 |
| Put after a | ipplication of toner. | helps to boost skin |

Facial Cleansers & Soaps

Find the facial cleanser and face soap suitable for your skin. Select from a range of mild to deep cleansing type.

•Fragrance-free •No colouring •No mineral oil

Cleansing



Mild Gel Cleansing

| | _ | |
|----------|------------------|---------------------|
| 76450443 | 120g | S\$10.60 |
| 76450450 | Large (200g) | S\$13.90 |
| 76450467 | Portable (30g) | S\$5.30 |
| Gel-type | leanser - The sk | in feels fresh afte |



Mild Oil Cleansing

| 76450375 | 200ml | S\$13.9 |
|----------|-----------------|---------|
| 76450382 | Large (400ml) | S\$19.9 |
| 76450399 | Portable (50ml) | S\$7.9 |

Deeply and thoroughly removes makeup. Formulated with olive oil and jojoba oil. Great skin absorption. Works well even when using it with wet hands.



Oil-free Liquid Cleansing

| 76450429 | 200ml | S\$15.90 |
|----------|-----------------|----------|
| 76450436 | Portable (50ml) | S\$8.90 |

For those concerned about oil content Combined with apricot fruit juice and peach leaf extract as moisturizing ingredients.



Mild Cream Cleansing

| Cream type makeup remover - leaving the skin clean |
|--|
| and moist after cleansing. |
| Ideal for dehydrated skin. |

S\$17.90

S\$17.90



76450481 150g



Mild Milk Cleansing

| An emulsion type cleanser - blends well with makeu |
|--|
| reducing the hurden on the skin |

Leaves in moisture after use



Mild Eye Make up Remover

| 8158683 93ml S\$13.00 |
|-----------------------|
| |

A makeup remover - gentle for sensitive eyes, yet removes makeup deeply and thoroughly without leaving greasy residue.

Face Soap



Mild Scrub Face Soap

| 76452478 120g | S\$7.90 |
|-------------------------|---------|
| 76460220 Portable (30g) | S\$4.60 |

A face wash foam - effectively lifts away surface oil and pore-clogging impurities.



Mild Face Soap

| 76450504 | 120g | S\$7.90 |
|----------|----------------|---------|
| 76450511 | Portable (30g) | S\$4.60 |

A face wash foam - gently cleanses the face while maintaining natural moisture.



Mild Face Soap Moisture

| 76461272 | 120g | S\$11.90 |
|----------|----------------|----------|
| 76461302 | Portable (30g) | S\$5.30 |

Fine, creamy rich-lathering foam delicately cleanses the face, leaving the skin clean and moist

^{*} Quasi-drug

05 Massage Oil

For facial or massage use to keep skin moisturized

Using Essential Oil blend of Jojoba, Olive and Sesame oil as a base; emitting natural fragrance. It can be applied to the entire body.

S\$33.00



Rose

15062409 150ml

Massage oil with Rose essential oil blend emitting a sweet and deep aroma.



Neroli

15062423 | 150ml

Massage oil with Neroli essential oil blend emitting a fruity fragrance.

S\$33.00



Lavender

15062416 150ml S\$29.00

Massage oil with Lavender essential oil blend which has a relaxing scent.

Massage method

Face Massage

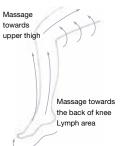


Pour about 20 cent coin size of oil on palm. Apply on entire face, avoiding eye area and massage thoroughly. Remove leftover oil on face with a cotton pad.

Body Massage



Using your fingertip, press down towards the direction of Lymph area, massage at ease.



Begin to massage the sole of foot from heel area towards toes and upwards to knee and thigh in the direction towards Lymph area.

Other Usage •Face Care

After facial wash and after applying toning water; put 2-3 drops of oil on palm, apply sparingly on face. It helps to prevent water vaporisation and keeps skin moisturized.

•Body Care

Can be applied for Dry Feet, Dry Hands, and Dry or Brittle Hair.

06 Face Care Items

Lotion Sheet

Lotion sheets allow you to do facial packs easily using toners available at home.



Lotion Sheet

| 15011896 | Compressed Face Lotion Sheet (5pcs) | S\$1.60 |
|----------|--------------------------------------|---------|
| 15011902 | Compressed Face Lotion Sheet (20pcs) | S\$5.90 |
| 47706710 | Lotion Sheet for Parts (20pcs) | S\$1.90 |

Make your own face pack by dipping lotion sheet into face lotion.

Spray • Pump Head

4

Atomiser Head

47188240 Toning Water S\$2.90

For toning water bottles. Replaceable atomiser head for mist-spraying.



Pump Head

47188257 Toning Water • Moisturizing Milk S\$3.30

For toning water/milk bottles. Replaceable pump head for dispensing toning lotion and milk with just one push.



Spray Head, Trigger Type

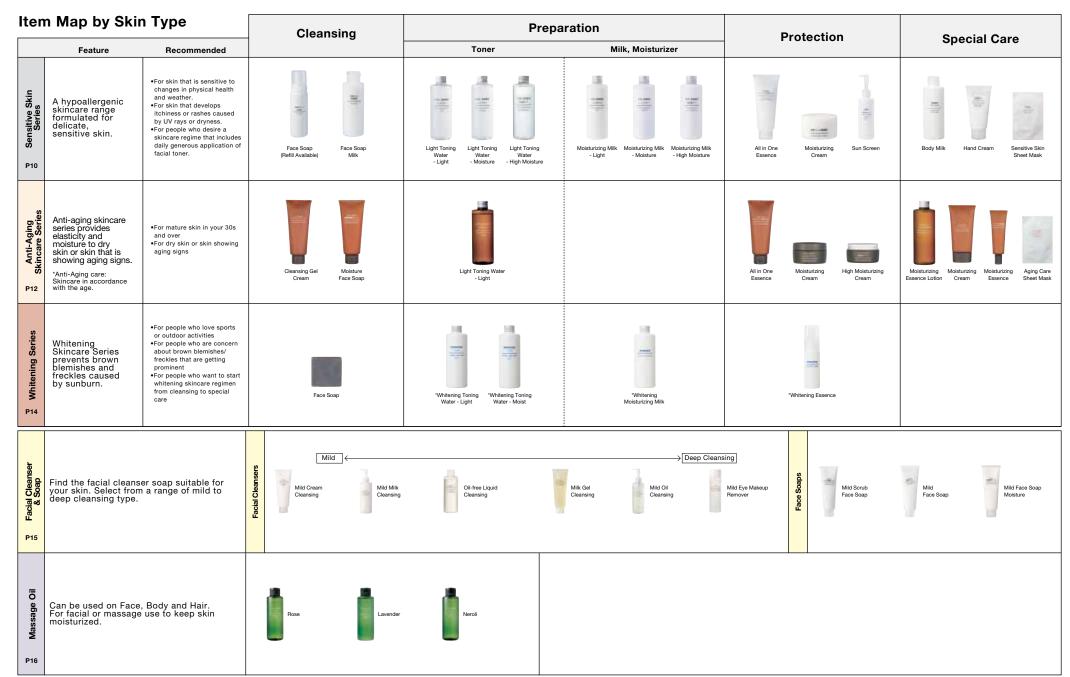
15252725 Toning Water

For toning water bottles. A replaceable head for spreading mist extensively. Trigger type allows you to hold and push easily and steadily.

<To customers using Atomiser head and Spray head (including Trigger type)>

Use Pump Head instead of Atomiser Head/ Spray Head for the following products that contains ingredients of high viscosity:

Aging Care Series Toning Water Moisture, Aging Care Series Toning Water High Moisture, Aging Care Series Moist Essence Lotion, Sensitive Skin Series Light Toning Water High Moisture, Organic Series Moisturizing Lotion, Organic Series Whitening Essence, Whitening Toning Water High Moisture



* Quasi-drug





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